

*Providence Tourism Council
Minutes to Board of Directors Meeting
June 9, 2010*

Members Present: Deborah Brayton, Paul Brooks, Eric Churchill, Angelo Deperi, Michael Gennaro, Jim McCarvill, Jack McConnell, and Kibbe Reilly

Also Present: Martha Sheridan (PWCVB), Kristen Adamo (PWCVB), Susann DellaRosa (financial), Susan Leach DeBlasio (legal counsel)

1. **Call to Order:** Chairman McConnell called the meeting to order at 12:00 PM. Special thanks to the PW CVB for providing a meeting room and lunch for the Board and its guests.

2. **Approval of Minutes:** The minutes of the last meeting were distributed and unanimously approved upon motion and second.

3. **Introduction of new Mayoral appointments:** The Council welcomed two recent mayoral appointees to the PTC, Kibbe Reilly and Michael Gennaro. Ms. Reilly had previously served on the PTC and Michael Gennaro is the Executive Director of Trinity Repertory Company.

4. **Finance report:** Susann DellaRosa reported that the PTC had \$79,086.94 cash-on-hand as of June 8, 2010. The June check had not yet been received from the state and the majority of the June bills had been paid. She anticipates that at the end of the fiscal year, June 30, 2010, the PTC will have a surplus of approximately \$150,000. (see Balance Sheet attached)

5. **Payment to the Providence Tourism Fund:** A motion was made and seconded to approve the payment of funds not to exceed \$235,000 from the PTC to the Providence Tourism Fund for the purposes of paying the final expenses of the U.S. Conference of Mayors Conference held in Providence. The breakdown would be \$100,000 from this fiscal year 2010 and \$135,000 from fiscal year 2011. After discussion, the motion was approved unanimously.

6. **PTC's 2010-2011 BUDGET:** A budget was proposed to the PTC that set revenue at \$1,025,000 and expenses at \$1,025,000, with expenses broken down as follows: Joint Marketing Agreement \$240,000, tourism grants \$150,000; Waterfire \$75,000; Providence public relations \$230,000; Providence Tourism Fund \$135,000; Department of ACT \$95,000; Fireworks in Providence on the 4th of July \$50,000, opportunities fund \$25,000; and administrative costs \$25,000. A motion was made and seconded to approve the budget. After discussion, an amended was proposed to budget \$260,000 to the Joint Marketing Agreement and \$130,000 for Tourism Grants. The purpose of the Amendment was to ensure that the Rock & Roll Marathon would come to

Providence. The amendment was unanimously approved. The amended budget was then unanimously approved. (copy attached)

7. **Contract between the PTC and the PW CVB for joint marketing purposes:** A contract codifying the relationship between the PTC and the PWCVB for purposes of marketing the City of Providence was presented. (Copy attached). Angelo Deperi recused himself from discussion and vote on this item. Upon motion and second the contract was unanimously approved.

8. **Contract between the PTC and Susan Leach DeBlasio, Esq. for legal services:** A contract for legal services between the PTC and its attorney Susan Leach DeBlasio was presented. (Copy attached). Upon motion and second the contract was unanimously approved.

9. **Contract between the PTC and Susann Della Rosa for administrative services:** A contract for administrative services between the PTC and Susann DellaRosa was presented. (Copy attached). Upon motion and second the contract was unanimously approved.

10. **Brand Licensing Agreement between the PTC and the PW CVB:** A contract granting a nonexclusive license for the Providence brand to the PWCVB for purposes of marketing the brand and selling branded merchandise was presented. (Copy attached). Upon motion and second the contract was unanimously approved.

11. **Agreement between the PTC and the City of Providence:** A contract codifying the relationship between the PTC and the City of Providence Department of Arts, Culture and Tourism was presented. (Copy attached). Upon motion and second the contract was unanimously approved.

12. **Engagement of an Auditor:** Upon motion and second the engagement of Aaronson Lavoie Streitfeld Diaz & Co., P.C of Providence as auditors for the PTC not to exceed \$5000 per year in 2010 and 2011 was made. It was unanimously approved.

13. **Joint Marketing Program with the PW CVB:** Kristen Adamo and Martha Sheridan presented the report on the activities of the Joint Marketing which is summarized on the attached report.

14. **Old Business:** None

15. **New Business:** Jack McConnell informed the PTC that after 7 years, this would be his last meeting as a member and chair of the PTC. He thanked the Board for their hard work over this time and highlighted some of the PTC's accomplishments including streamlining the council, greatly reducing administrative costs, engaging in a cooperative relationship with the PW CVB for the purposes of promoting Providence tourism while avoiding duplication and waste, bringing professions in to promote the city

nationally and internationally, and focusing the resources of the PTC on existing RI entities that promote the destination.

As vice-chair, Paul Brooks will become chair of the PTC.

16. **Adjournment:** The meeting was adjourned at 1:45 PM